

NOTICE OF INTENT

Department of Wildlife and Fisheries

Wildlife and Fisheries Commission

The Department of Wildlife and Fisheries and the Wildlife and Fisheries Commission, in accordance with the provisions of the Administrative Procedure Act, R.S. 49:950 et seq., and through the authority granted in R.S. 56:13, do hereby advertise their intent to investigate the feasibility of and place advertising or sponsorship signs on one or more assets under departmental control for the purpose of generating revenue to defray costs of services associated with communication, educational, and extension activities or for the purpose of recognizing sponsorship partners.

Title 76

WILDLIFE AND FISHERIES

Part I. Wildlife and Fisheries Commission and Agencies Thereunder

Chapter 3. Special Powers and Duties

Subchapter J. Placing of Advertising or Sponsorship Signs on Department Assets

§339. Advertising or Sponsorship Signs on Department Assets

A. Purpose:

1. The purpose of this Rule is to establish procedures and guidelines within the department for allowing certain limited types of advertising and sponsorship signs on high-visibility assets owned or controlled by the department to raise revenue to defray costs of departmental services associated with communication, educational, and extension activities or to recognize sponsorship partners.
2. The display of advertising or sponsorship signs on departmental assets shall not constitute an endorsement by the department of any of the products, services or messages of the advertiser or sponsor.
3. Advertisement or sponsorship signs may be placed on immovable property, improvements on immovable property, vehicles, vessels, and other assets of the department, including but not limited to websites, pamphlets, brochures, and other outreach, communications, and educational materials.

B. Solicitation, Selection and Contracting

1. The department may issue solicitations to secure contracts to determine the market potential for advertisements or sponsorships or to place advertisements or sponsorship signs on department assets.
2. The solicitation responses will be reviewed by a committee appointed by the secretary, and the most suitable proposals, as determined by the committee, may be selected.

3. The committee has the discretion to make reasonable recommendations to the secretary concerning the types of advertising or sponsorship signs that may be displayed utilizing the criteria established herein.
4. The secretary shall have final discretion regarding which recommendations and solicitations are selected. Selections shall be made for those advertisements or sponsorships that do not impact or infringe upon the image or reputation of the department.
5. The department may limit the number and type of assets available for advertising or sponsorship displays.
6. The department may limit the authorization to advertise or place sponsorship signs among the department's divisions, sections, programs and initiatives.
7. The department may limit the terms and conditions of the contract with an advertiser or sponsor.

C. Guidelines for Content for Advertising and Sponsorship Signs

1. Only commercial advertising or sponsorships will be accepted. The advertisement or sponsorship content shall only include content that promotes or informs a commercial transaction.
2. No content promoting illegal activity or obscene, vulgar or offensive conduct shall be allowed.
3. No content that demeans or disparages individuals or groups shall be allowed.
4. No political or religious advertising or sponsorships shall be allowed.
5. No advertising or sponsorship signs of adult oriented products shall be allowed. Advertising or sponsorship signs of firearms and other means authorized in the lawful taking of game in Louisiana, however, may be allowed.
6. The advertising or sponsorships should not be so controversial that it can promote vandalism of advertising or sponsorship materials and associated departmental property.

D. Guidelines for Placement of Advertising or Sponsorship Signs on Assets

1. Advertising or sponsorship signs shall not be placed in a manner that could interfere or confuse as to the identification of department's ownership or control of the asset.
2. On vehicles, vessels, and other assets of the department traditionally utilized in the transport of personnel or equipment, advertising or sponsorships signs may be placed on the inside or the outside of equipment. However, the signage shall not be erected in such a manner that it impedes the asset's safe utilization and operation.
 - a. Advertising or sponsorship signs shall not be allowed on vehicles, vessels, and other assets traditionally utilized in the transport of personnel and equipment that are under the control or operation of the enforcement division.
3. For advertising or sponsorship signs which require a power source, such as electronics or LED lighting, the advertiser or sponsor will be required by the department to submit and maintain detailed plans and provisions. The use of the

powered advertising or sponsorship devices shall not have any adverse effect on the safety and functionality of the asset. If the safety and functionality of the asset is compromised after installation, the signage shall be removed.

AUTHORITY NOTE: Promulgated in accordance R.S. 56:13
HISTORICAL NOTE: Promulgated by the Department of Wildlife and Fisheries,
Wildlife and Fisheries Commission, LR (November 2015).

The Secretary of the Department of Wildlife and Fisheries is authorized to take any and all necessary steps on behalf of the Commission to promulgate and effectuate this notice of intent and final rule, including but not limited to, the filing of the fiscal and economic impact statement, the filing of the notice of intent and final rule and the preparation of reports and correspondence to other agencies of government.

In accordance with Act No. 1183 of 1999, the Department of Wildlife and Fisheries/Wildlife and Fisheries Commission hereby issues its Family Impact Statement in connection with the preceding Notice of Intent. This Notice of Intent will have no impact on the six criteria set out at R.S. 49:972(B).

Interested persons may submit written comments relative to the proposed rule to William J. Guste, IV, Office of Fisheries, 2021 Lakeshore Drive, Ste. 310, New Orleans, LA 70122, or wguste@wlf.la.gov prior to December 28, 2015.

Edwin "Pat" Manuel
Chairman